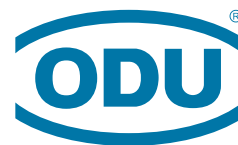


DER STECKVERBINDER



A PERFECT ALLIANCE.

SPRING 2018 ISSUE

JOURNAL

FOR CUSTOMERS & FRIENDS

The original.

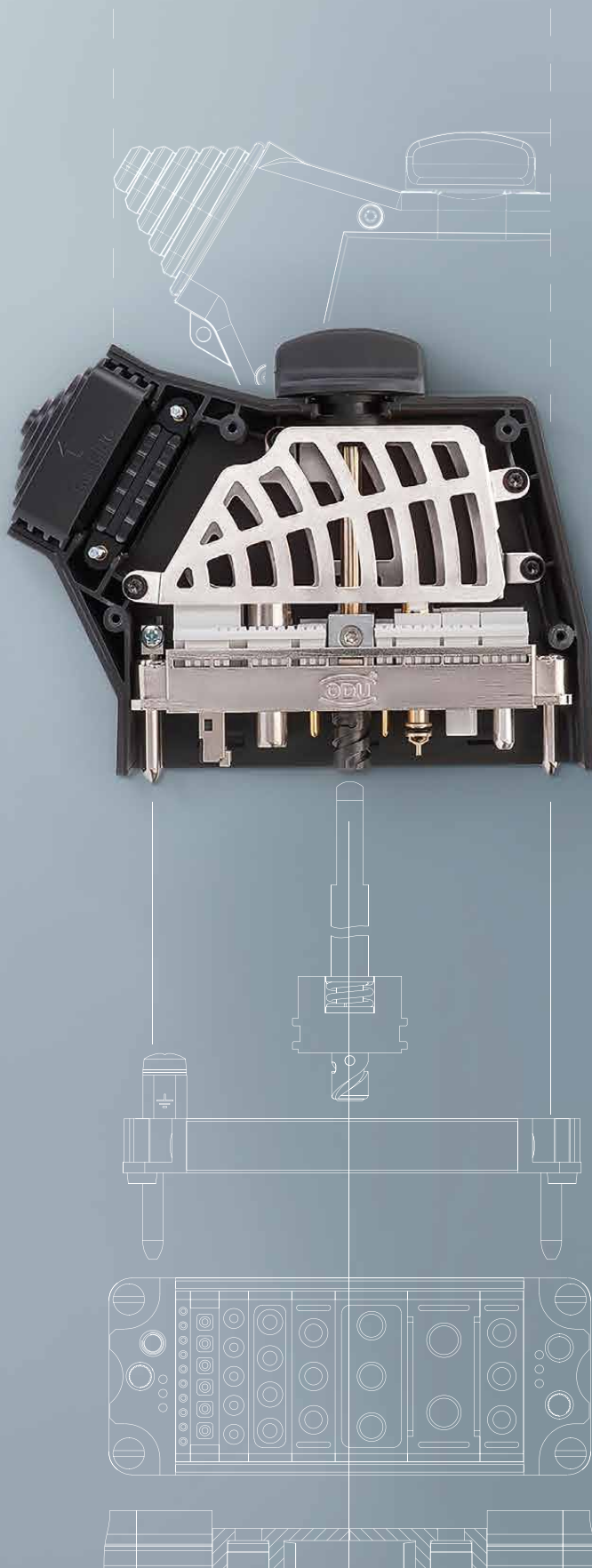
We think everyone should have their ODU.

This edition introduces our APPLICATION CENTER, reports about ODU PARTNERS and NEW PRODUCTS from ODU MAC® and the ODU MEDI-SNAP® family. We put the ODU LAMTAC® to the test and investigate STRATEGY AND APPRENTICESHIPS 4.0



2018

www.odu.de





CONTENTS

06

INSIDE ODU APPLICATION CENTER

Who's got the key to the
customer's business?

10

INSIDE ODU NEW SALES & MARKETING TASK FORCE

For the Nordic countries

14

ODU PARTNER IRRADIA

Connectors
for medical lasers

16

ODU PARTNER BRUMADA

Form. Function. Innovation.

20

ODU PARTNER WALLPEN®

Vertical printing
"Made in Germany"

24

NEW PRODUCTS ODU MEDI-SNAP® AND ODU-MAC®

- ODU MEDI-SNAP®:
More flexibility in practice
- ODU-MAC®: Even quicker thanks
to the two-shell principle

30

APPLICATIONS ELECTRICAL CONTACTS

Putting the ODU LAMTAC® to the test

32

HUMAN RESOURCES STRATEGY

Experienced employees
serving as "bridge heads"

38

APPRENTICESHIPS 4.0

Igniting the spark of enthusiasm
in the digital age

43

ODU LIVE NEWS

- electronica China
- German Design Award
- New production plant in Romania
- ODU-USA launches online store

47

TRADE FAIRS AROUND THE WORLD



WE'RE YOUR PARTNER FOR SUCCESS.

EDITORIAL

DEAR READERS,

Our management team has gotten off to a fresh start with a new crew member. As of March 1, Denis Giba took on co-leadership of ODU together with Dr.-Ing. Kurt Woelfl, coming on board as managing director. As the successor to Dr. Joachim Belz, Denis Giba is responsible for the areas of Portfolio Management, Sales as well as Corporate Communications and Marketing. Strengthening the executive management team has been an important and logical next step for ODU's continuing development as a successful global player. Because it's our intention to keep growing.

To make this happen, we need outstanding employees on all levels and in all our divisions all around the world. In this issue of DER STECKVERBINDER, we'll talk with our Head of Human Resources, Gerlinde Dilg, and our Head of Apprenticeships, Anna Edmaier. They'll explain about how we manage to create security and opportunities for the future – despite a climate of global upheaval – through our ODU human resources strategy and new employer branding.

We hope you'll enjoy reading this issue of DER STECKVERBINDER!

KIND REGARDS,

Dr.-Ing. Kurt Woelfl and Denis Giba

In addition, we'll introduce to you our Sales & Marketing task force for the Nordic countries and present interesting projects and products created by our business partners. It's a constant source of happiness for us to be able to support these partners with our knowhow.

We're specialists for innovative tailored solutions even for sophisticated customer requirements.

Our sales force, sales partners and application managers create the link between the customers and ODU. Christian Deschner manages 25 application experts who make up the ODU Application Center.

He and Georg Asenbauer, responsible for international product training, know the ODU product range, options and applications of ODU connector technology inside out and always find just the right key to unlock great business opportunities with our customers.

We've also put together a concise overview of our most recent products. To find out when and where you can see our ODU experts and products in person, check out our trade fair calendar.

ODU LEADING CREW (FROM LEFT): **ROLAND WERSCHING**, CHIEF FINANCIAL OFFICER, **DENIS GIBA**, MANAGING DIRECTOR, **CHRISTIAN MANNKE**, GLOBAL DIRECTOR SCM, IT & BPM, IT & BUSINESS PROCESSES, **DR.-ING. KURT WOELFL**, MANAGING DIRECTOR, **ROBERT KLEMISCH**, CHIEF OPERATING OFFICER, **THOMAS IRL**, SALES DIRECTOR EUROPE, **GÜNTER ROHR**, GLOBAL PORTFOLIO DIRECTOR



STICKING UP FOR PARTNERS AND CUSTOMERS (FROM LEFT): **GEORG ASENBAUER**, PRODUCT TRAINER, AND **CHRISTIAN DESCHNER**, HEAD OF THE ODU APPLICATION CENTER

WHO'S GOT THE KEY TO THE CUSTOMER'S BUSINESS?

DER STECKVERBINDER talks with the Head of ODU's Application Center, Christian Deschner

Inquiries from customers, field staff and sales partners about tailored customer-specific solutions for innovative connectors all come together at our Mühlendorf headquarters. In its quest to develop the best possible solution for specific customer wishes, our Application Center works in close collaboration with all of ODU's technical departments.

Christian Deschner, an experienced colleague, is responsible for a team of 25 application experts who look after our customers' concerns.

DER STECKVERBINDER: What's your main task?

Christian Deschner: An application project manager's job is to find the best possible way to harmonize the customer's concern with everything we can offer. We're the link between the customer and ODU. Successful collaboration certainly requires many more players than just the customers and the Application Center, yet every project starts with our field staff, colleagues from our subsidiaries, sales partners and application managers. In this sense, members of our highly skilled sales team provide information about the varied options and applications of ODU connector technology from our current product portfolio.

If a customer needs a tailored solution, our experts from the Application Center stand ready to provide advice and support. They record the inquiries and, together with colleagues from our design and engineering department, production planning and quality control, conduct initial discussions regarding the feasibility and economic framework conditions for the project.

We have a wide range of goals and it's our intention to achieve a great deal. For one thing, we aim to implement

our customers' wishes as quickly and professionally as possible. And not only do we want to do that, we also know we can.

DER STECKVERBINDER: What is it about ODU's customer orientation and friendliness that's so special?

Christian Deschner: At ODU, development is carried out in a spirit of collaboration and partnership. As we see it, we're problem solvers and for most problems, we typically already have a solution on hand that's ready or almost ready. The task is to open the right ODU drawer that contains the right solution.

DER STECKVERBINDER: And how exactly do you do that?

Christian Deschner: Well, as you know, upon a patient's first visit, medical doctors carry out an in-depth interview to understand the patient's health history. And we also carry out in-depth discussions with our customers. Because we want to find out as much as we can: Why did the customer approach ODU in the first place? Does the customer already have a solution or is he looking for one? Does the customer have a solution that he's not happy with or even very unhappy with? Is the current solution running up unnecessary costs because it's prone to errors? And so on and so forth. We ask a lot of questions to determine exactly what the customer needs. It's the only way we can understand their concerns and pain points.

This is an area where we have a lot of skill – it's one of our main strengths. We're excellent listeners, we know exactly what they're talking about and, at the end of the day, are able to suggest solutions for the special problems and requirements of our customers. ■

THE CUSTOMERS' WISHES COME FIRST AT ODU

Smooth communication across multiple interfaces must be guaranteed throughout the operation process. This is what enables an initial idea to be developed into high-tech connectors that meet top quality requirements in the latest technologies and a variety of applications.

The sales team, as the first interface with the customer, carries a great deal of responsibility in this respect. ODU's special structural network, along with its well-thought-through training programs, ensure that our employees from around the globe speak our customers' language – no matter what culture they come from. They go above and beyond to implement each task in the best possible way, putting their international sales training into practice. It's one of our primary success factors.

Georg Asenbauer is a sales trainer at ODU and travels a great deal. He enables ODU staff and representatives, including new and young colleagues, to fully immerse themselves in the ODU technology and approach new customer areas. ODU has the widest range of customers, from a variety of different markets and with many different requirements and wishes. "You could go as far as to say that each one of our customers speaks their own language and that we can understand and speak it, too," says Asenbauer.

Many years a field worker in this industry, Georg Asenbauer possesses a wealth of experience in the connector world. While other people may have similar experience, he has a special gift for conveying and passing on his particular knowhow and experience during his training sessions and workshops, along with ODU's unique philosophy. He's got the right technical background and his training classes are geared towards specific market groups.



HELLE BRANDT REJNDROP AT HER FIRST TRAINING SESSION WITH GEORG ASENBauer AT THE ODU HEADQUARTERS SHOWROOM IN MÜHL DORF

His ambition: to enable ODU employees from all around the globe to answer and address specific questions from customers that challenge them beyond their more general broad knowledge.

As part of their four-to-five-day basic training at the Mühl Dorf headquarters, the employees, sales representatives and international ODU colleagues from the subsidiaries become familiar with ODU's complete product world and its processes, values and quality standards – all in great detail.



OUR PARTNER AND SÄHKÖLEHTO TEAM IS EXCITED ABOUT WHAT WE DO. MATTI LEHTO, LEFT, HAS BEEN WORKING FOR ODU FOR OVER 25 YEARS.

Customized one-day training courses are also offered for our sales subsidiaries and at our partners' locations around Europe, Asia and the US. Moreover, hour-long training sessions are provided in Mühl Dorf to cover new or current topics. These sessions are delivered with the support of the respective technical departments.

"In the future, we'll invest more strongly in webinars, too – remote learning by computer," adds Asenbauer. At the start of the year, for instance, Helle Brandt Rejndrup, the new Nordic Marketing Manager, completed the basic training course.

Sales partner Matti Lehto, Sähkölehto KY, Finland:
"These regular training units are really what enable us to provide targeted, in-depth customer consulting. That's what makes ODU so state of the art and such a brilliant company."



HELLE BRANDT REJNDRUP, NORDIC MARKETING MANAGER

MADS HAASTRUP, NORDIC SALES MANAGER

PER JELSTAD, KEY ACCOUNT MANAGER

New Sales & Marketing task force FOR THE NORDIC COUNTRIES

ODU'S OFFICE IN COPENHAGEN

Mads Haastrup, Nordic Sales Manager
Helle Brandt Rejndrup, Nordic Marketing Manager
Per Jelstad, Key Account Manager

ODU'S OFFICE IN NORRTÄLJE, SWEDEN

Tommy Nyman,
Regional Sales Manager at ODU Scandinavia

DER STECKVERBINDER: Greetings, Helle! You came to ODU in December last year as Nordic Marketing Manager. What goals or tasks have you already started working on?

Helle Brandt Rejndrup: I'm continuing with the branding of ODU that Mads Haastrup started. We want to make ODU known in the Nordic region as a leading supplier of electrical connector technology. Our vision is that our customers will automatically contact ODU when they need new or better connectors.

That's why we've been getting the word out about our expertise using major media outlets, both through advertising, white papers and articles. We've also been participating in relevant trade fairs and events where we're sure to meet our current business partners.

Trade fairs and other events are important, because they allow us to network and meet people face to face. Close contact like that makes it easier for us to inspire the customers to go for more innovative solutions, which can

end up giving a competitive edge to their product. We made new business connections when we participated in the annual Danish Defense event in February. In April we had a successful exhibition at the Scandinavian Electronics event, an important event for people in the electronics industry. Tommy and I prepared the exhibition together and it all worked out really well.

DER STECKVERBINDER: What are you looking forward to most?

Helle Brandt Rejndrup: Right now I'm looking forward to the Eliaden trade fair in Oslo, which will have around 20,000 visitors and 320 exhibitors. The focus of the fair is on electrotechnical business including energy, industry and electrical installation. It'll be great to see the finished ODU booth and get a chance to connect with Norwegian customers and learn about their specific needs and pain points.

The upcoming basic training in Mühl Dorf am Inn is also something I'm really looking forward to – not just for the product training, but also for the chance to meet people face to face and expand my ODU network.

DER STECKVERBINDER: What are your specialties? And what is it like to work in a "small" team with Mads Haastrup and Per Jelstad overseeing the entire Nordic region?

Helle Brandt Rejndrup: I started working in marketing when I was 21 and since then, I've built up skills in basically all marketing disciplines – both through marketing education and practical experience. Today, my strengths lie in strategic marketing and marketing management. I really enjoy working together with Mads and Per. I consider them major assets when it comes to selling ODU products in our market. Their results speak for themselves, and what's more, they're trustworthy, focused and have a great sense of humor, which I appreciate.

We get along really well. We may be a small team, but we're also closely connected with lots of colleagues in both Mühldorf, Sweden, the UK and the US.

We want to cooperate across borders to inspire and help each other. Although the markets differ geographically, they also have their similarities, and we use ideas and material from country to country, adapting as necessary, of course.

DER STECKVERBINDER: Mads, what will you be concentrating on over the next few months? Is there one ODU product for 2018 that you want to showcase on the market?

Mads Haastrup: It's important to acknowledge that ODU already has a very strong presence in the Nordic countries with two sales offices and strong partners in the field.

The task of the new Nordic organization is to broaden customer awareness of ODU products and capabilities even further in the local Nordic markets. I foresee great potential for introducing ODU's expertise in high-end, customer-optimized solutions for interconnection, including cable assemblies and other plug-and-play products. Not to focus on specific products, but to understand a customer's core needs in a given application, and to apply the ideal solution from our extensive pool of knowledge and experience within the interconnection field. I'd like to identify success stories from specific Nordic, and other, markets, and try to grow these business cases across borders. Often there are similar needs and business opportunities in neighboring countries.

ODU has a variety of unique technologies and capabilities, and not everybody knows about them in the market. By displaying their know-how and technologies at trade fairs and customer events, ODU wants to support Nordic technology companies in keeping them on the cutting edge of innovative high-tech.

My main task will be to provide support and guidance for the sales force so we can experience even greater success.

STECKVERBINDER: Per, thanks to you and your team, ODU now has a highly professional presence in the Nordic countries.

Per Jelstad: Yes. It's ODU's philosophy to be present and provide top expertise. Which is why I'm focused on helping our existing customers to grow and on finding new customers in our various areas of interest. We cover many industries, so potential customers are located in different industrial areas, such as automation, windmills, medical equipment, test and measurement and eMobility.

DER STECKVERBINDER: Tommy, what are your main tasks? What do you focus on?

Tommy Nyman: I'm responsible for sales and expanding ODU's business in the Swedish, Norwegian and Icelandic markets. We bolster our presence in these markets by means of two distributors, Garam Elektronik AB and Industrikomponenter AB.

We achieve this by staying in daily contact with our customers. I'm also always working to acquire new customers for the future and initiate new projects with existing customers – and to find innovative technical solutions to fit the customer's needs. To further increase our market presence, we're intensifying our marketing efforts this year.

Thomas Irl, Managing Director Europe, is thrilled with the current organization in Scandinavia. "ODU is well positioned throughout the world. Our employees, both internally and externally, and our sales force are well trained and always in close contact with the customer. The projects and requirements of our customers are the challenge with which we're growing." ■



TOMMY NYMAN, REGIONAL SALES MANAGER

Lighting up health

CONNECTORS FOR MEDICAL LASERS



A medical laser can apply laser light in a non-invasive manner. This both reduces pain and inflammation and speeds up healing.

Product manager Stefan Jordison of Irradia AB, a medical-technical company from Sweden, explains: “We develop and manufacture professional medical lasers for optimal treatment results. Medical lasers must be user friendly and make journal-keeping easy.”

Irradia’s medical lasers contain a lithium-ion battery pack which enables flexible, mobile use without a fixed source of electricity. The products are designed to facilitate transportation between different treatment locations within a clinic or outside, as well as for patient visits or outdoor use.

Even at the very early stage of product development, product safety standards such as IEC 60601-1:2005 are seriously taken into consideration and applied.

ODU MINI-SNAP® L, size 1.

An 8-way connector is used to connect the handheld units and a 3-way connector is used to supply power to Irradia’s MID-LITE and MID-LASER units.



ODU MINI-SNAP® SERIES L, IN SIZE 1, BLACK CHROME

MID-LITE/MID-LASER

MID-LITE is a professional medical laser, developed for easy use and easy transport. It can be brought along when working outdoors, when visiting patients or even while working within a clinic. MID-LITE has a built-in rechargeable lithium-ion battery and can also be connected to an electric source.

MID-LASER consists of a table unit (base unit) to which various laser handsets (laser probes) are connected. The base unit controls the system’s drift function while treatment is performed with the laser handset. While the MID-LASER has a built-in lithium-ion battery, which means it can be used without an electric source, it is primarily intended for use when connected to an electric mains outlet.



Following and applying risk management according to ISO 14971:2012 is also a main priority.

Says product manager Jordison: “Our partnership and cooperation with the ODU distributor Industrikomponenter AB as well as ODU Scandinavia is very important for us – they assist us in developing solutions concerning risk control and battery safety. Should the lithium-ion battery fail, the resulting situation could be hazardous, so we

need to do all in our power to prevent this from occurring.” Using a customized ODU connector, Irradia managed to minimize the risk of connecting various devices to a charger not suitable for the battery. At the same time, the ODU connector provided a solution to the risk of reversed polarity through a “one-way only” connector.

After the laser prototyping, the Irradia project got started with the efficient and secure ODU MINI-SNAP® connector. ■



HOLGER PIGORS, DIRECTOR OF PRODUCT MANAGEMENT, SALES & MARKETING IN THE NEW BRUMABA SHOWROOM IN GERETSRIED, NEAR MUNICH

BRUMABA and ODU – connected on so many levels

FORM. FUNCTION. INNOVATION.

From day one, “From our practice for your practice” has been the guiding principle of Brumaba, a leading manufacturer of mobile surgical chairs.

When Herbert Brustmann presented his first massage table at a trade fair 35 years ago, he probably only had the patient’s wellbeing and the attending physiotherapist’s comfort in mind. His goal was to create an ergonomic table system to provide the greatest amount of comfort for therapists and patients.

This massage table turned into a remarkable success: an innovative, high-quality product – better than any surgical chair – is how a visitor to the fair summed it up. This kind of feedback encouraged Herbert Brustmann to actually develop high-quality surgical chairs, too. Today’s surgical chairs are equipped with every ingenious and important function imaginable for its users. The chair can be easily operated via a foot pedal.

Security, ergonomic design, mobility and aesthetics are all top priorities. To ensure reliable connections on and inside Brumaba surgical chairs, the company’s designers were looking for an equally dependable and quality-oriented partner for connector systems – and found ODU.

ODU connectors connect both the battery pack via the well-known springwire sockets and the remote switch with a circular connector from the ODU MINI-SNAP® series. The battery pack lasts for up to 150 operating cycles (about two weeks) before having to be replaced with a charged battery pack. And in all of this, ODU contact technology ensures secure connections.



Armin Wohlhaupter, ODU sales engineer: “A trustworthy and target-driven collaboration has led to a reliable and innovative final product – one that impresses our customers and their patients every day anew. Next time you go to a specialist’s practice, make sure to try out the comfort of our product yourself.”

Andreas Ciupa, Head of Sales at Brumaba: “Brumaba and ODU are similar in many ways. Aside from the fact that both companies are family businesses, it’s their highly meticulous nature and innovation that bring us together. We want to give our customers the best possible solution and an ideal product.”

BRUMABA is an ambitious, second-generation family business based in Geretsried.

The company has developed and manufactured all of its products in Germany since 1980, and markets them throughout the world.



The company has seen solid growth, becoming a respected and innovative company of the medical technology industry. Brumaba is considered a specialist for mobile surgical chairs for medical interventions on the eyes, jaw, head and face.

The most important features in this area are continuous technical efficiency and top failure protection. Which is why ODU connectors are used in doctors’ practices in mobile units where robust component parts are needed, such as in surgical chair systems and in outpatient surgery.

The ODU portfolio has the right connectors to offer: They’re well-tried and comply with the strictest regulations and most demanding requirements. ■



THE BRUMABA MANAGEMENT TEAM FROM LEFT: **KORBINIAN, BENEDIKT AND SEBASTIAN BRUSTMANN** IN THE NEW PRODUCTION HALL
KORBINIAN BRUSTMANN, HEAD OF TECHNOLOGY, BRUMABA, **BENEDIKT BRUSTMANN**, MANAGING DIRECTOR, BRUMABA,
SEBASTIAN BRUSTMANN, SALES DIRECTOR, BRUMABA, IMAGE SOURCE: @OEMUS MEDIA AG



WALLPEN® VERTICAL PRINTING

“Made in Germany”



ANDREAS SCHMIDT, MANAGING DIRECTOR OF WALLPEN® GMBH

There certainly are similarities and parallels that ODU associates with its new client, WallPen® GmbH:

high added value, knowhow made in Germany, a great deal of innovation, ambition and the will to bring the best possible product to the market.

It was only in 2015 that Andreas Schmidt came up with the idea of importing a low-priced wall printer to the German market. He ordered his first printer – and it quite literally went up in flames. When he tried to contact the manufacturer, the company could no longer be reached. Another device from a different manufacturer resulted in a similar flop. His reaction was typical of what ODU would do: “Let’s build one ourselves then!”

First drafts for his own printer were made, and the search for high-class component parts and reliable suppliers began. A total of 15 international patent applications were filed and the printing technology as well as the drive took on concrete form. A number of highly reputable suppliers were found in Germany. Only the laser technology, the pushbutton and the ink were sourced from other European countries and Japan.

DER STECKVERBINDER: It was at this point that ODU came into play. What was ODU's role?

Andreas Schmidt: For us, it was crucial to use reliable, high-quality and robust connectors that would function for years and which could be plugged in umpteen times every day. The look and feel of the product was also an important aspect – we wanted it to stand out from cheap suppliers.

DER STECKVERBINDER: The WallPen® E1 wall printer presents itself like this: 25 months of development, 15 patents, high quality in all component parts, many of which are made in Germany. The printer prints on inside and outside walls, onto a wide range of materials, including metal, plaster, glass, wallpaper, latex, plastic, tiles and wood – no matter the motif. The inks you use are UV-resistant, and smear-proof even directly after their application. What an incredible success story! What happened next?

Andreas Schmidt: Well, we still had a rocky and rather long way ahead of us. Developing a mobile printer from scratch took more money, time and energy than we'd expected. To meet our own expectations and position ourselves clearly against cheap products from Asia, we decided to work exclusively with companies that deliver top quality and whose products are well engineered. Where there wasn't a high-quality solution available on the market, we frequently had to develop our own processes and techniques.

DER STECKVERBINDER: How would you describe your experience of collaborating with ODU?

Andreas Schmidt: All along, Mario Rausch stood by our side as sales engineer, showing a great deal of enthusiasm and expertise from the very start. Even though we're a small start-up company, we received excellent treatment which then developed into a close collaboration of mutual trust.

DER STECKVERBINDER: The WallPen® E1 is a genuine project of the heart for you, and you've invested a great deal of knowledge, time and experience in it. What are you most proud of? And what are your plans for the next chapter of this story?

Andreas Schmidt: I'm proud that we've managed to make the world a little more colorful thanks to the WallPen®. For us, a deadlock in development means a step back. Which is why we keep developing and researching intensively. The next WallPen® won't be long in coming. It's our goal to always stay one step ahead of our competitors – and we'll certainly keep relying on ODU quality into the future, too.

For the WallPen®, ODU supplies the ODU-MAC® and ODU MINI-SNAP®.



MARIO RAUSCH, SALES ENGINEER AT ODU

Sales engineer Mario Rausch: I'm fascinated by the refined technology and stunning print quality of the WallPen® printer. It was such a pleasure to support Andreas Schmidt in this project and to help him select the right connectors. Together, we've really achieved something: We defined the optimal connectors for both the power supply and data transfer and we included an ODU-MAC® Silver-Line and six ODU MINI-SNAP connectors in the design. That's a product range not many suppliers can offer. As a systems supplier, we aim to deliver the ready-to-plug-in cable assembly, too, so the WallPen® team can fully focus on their core task of assembling – and selling – the device.



FOTO: WALLPEN® GMBH

LENNART GRAICS, TECHNICAL SALES, WALLPEN® GMBH

DER STECKVERBINDER: Why wall prints?

Andreas Schmidt:

To create breathtaking visual effects – real eye-catchers.

There are many other benefits, too: For instance, printed motifs tend to look very classy and homogenous on any surface. You don't need expensive frames that may fall down or hang crooked. What's more, wall prints, unlike posters in frames, are sterile and need neither dusting nor cleaning. Last but not least, wall prints can't be stolen. The WallPen® opens up completely new design options, too. It creates that special something. ■



ODU MEDI-SNAP®

More flexibility in practice
thanks to new cable-to-cable connections

Complex connector solutions are used in a variety of different application areas. Versatile system solutions are particularly important when flexible and efficient connector applications are needed, for instance in different devices or industrial facilities.

A solution such as this, which allows for customized adjustments to fit specific circumstances, is the new cable part of the ODU MEDI-SNAP® in sizes 1 and 2. Already assembled, it's very easy to install. For instance, the new cable part is well suited to creating cable extensions as accessories for devices which must span long distances.

What's more, this novel solution also enables shifting connection interfaces outside of the device, allowing for very compact designs. In this way, challenging ambient conditions can be compensated for with ease. Thanks to protection class IP 67, this new technology is also suited for use in harsh environmental conditions. Additional flexibility is achieved through the technology's compatibility with existing ODU MEDI-SNAP® push-pull and break-away solutions.

The ODU MEDI-SNAP® portfolio thus offers a new, assembled socket solution for the areas of medical technology, industrial electronics as well as test and measurement. In addition to standard versions, project-specific adjustments can be made at any time, allowing for the flexible use of the new cable parts.

Further user benefits:

- + IP 67
- + Possibility of IEC 60601-1-compliant solutions: transmission of up to 16 A and 250 V in combination with 5-contact connectors in size 2
- + Enough space for up to 26 contacts in size 2

ODU MEDI-SNAP®

Ready for immediate use. Intuitive handling.

+ Overmolded solutions
for immediate use

+ Flexible assembly for
application-specific configuration

This plastic connector is ready to use in no time thanks to its minimal installation requirements and ready-made overmolded versions. Its secure push-pull locking protects the connection from being released unintentionally.

- + UL-certified
- + 75% lighter than comparable metal connectors
- + Space-saving product design



www.odu-connectors.com/medi-snap

SUITABLE FOR:



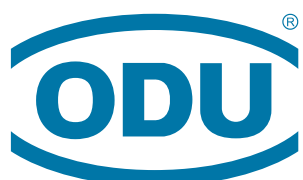
MEDICAL TECHNOLOGY



INDUSTRIAL ELECTRONICS



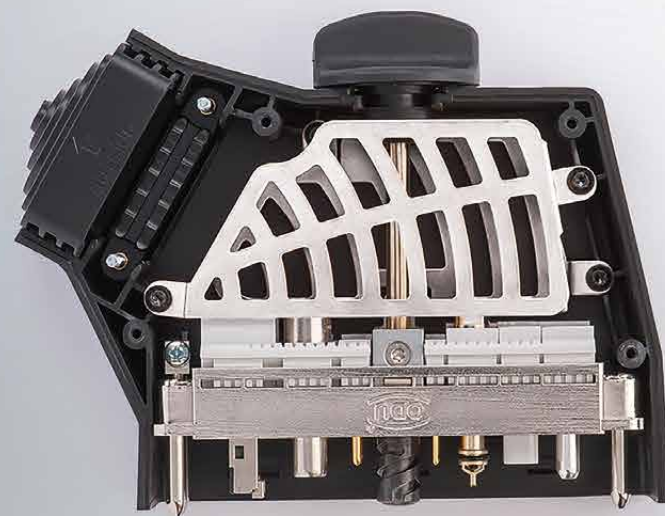
TEST AND MEASUREMENT



A PERFECT ALLIANCE.

ODU-MAC® RAPID: TWICE AS FAST THANKS TO THE HALF-SHELL PRINCIPLE

“ Innovative layout and design, simple use, ergonomic handling.



White-Line

Blue-Line

Following the arrival in 2017 of multiple newcomers to the wide variety of ODU-MAC housings, we're also introducing further innovations this year:

ODU-MAC RAPID® is the name of the novel housing principle with multiple intelligent details.

BERNHARD SÄCKL,
GLOBAL HEAD OF PRODUCT MANAGEMENT, RECTANGULAR CONNECTORS

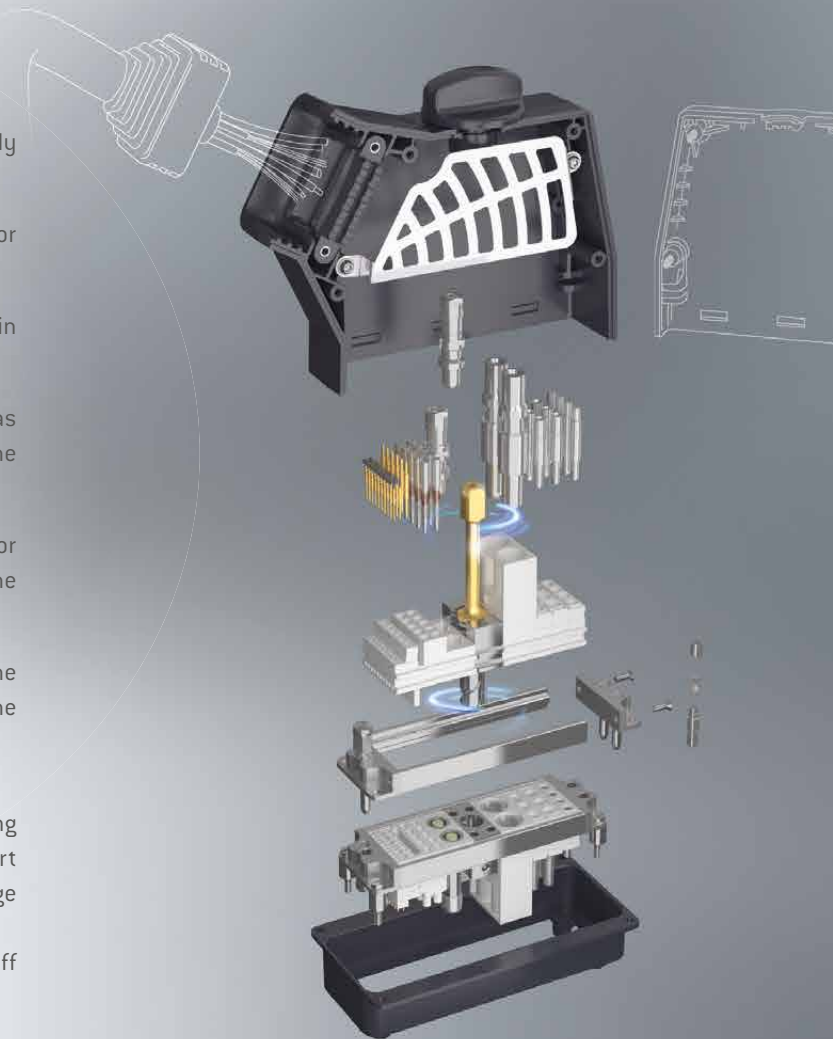


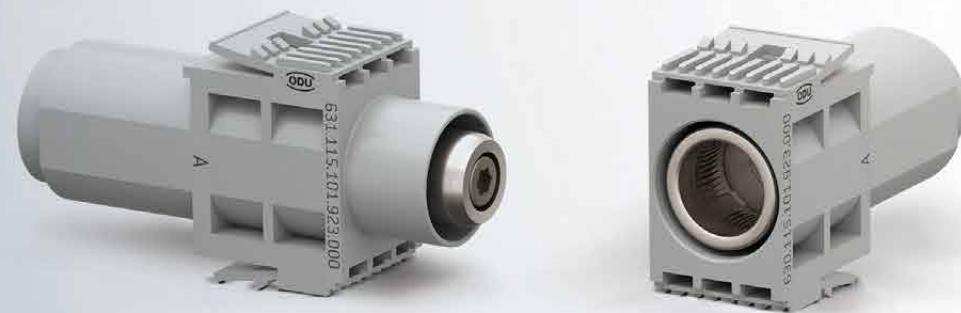
Further user-friendly features:

- + Up to 50% in time savings through easy assembly and maintenance
- + Flexible cable outlet – can be adapted to cable or tube assemblies as necessary
- + Optional grid plates enable bundling and strain relief of single strands
- + Half-shell principle enables practical structure as well as fitting and assembly of components in the housing
- + New recessed device part version available for ODU-MAC® White- and Blue-Line in size 4 with the time-tested ODU spindle locking system
- + Coding enabled through the guiding pins on the frame; six further codings are optional via the spindle module

Our new housing meets all the major challenges, including high contact density, flush mounting of the device part and easy adaptability when user requirements change quickly.

Special protective caps for both housing parts round off the series.





Flexible all-rounders with A LIMITLESS COMBINATION OF OPTIONS

The ODU-MAC® product family's range of applications is being extended to include multiple innovations.

Ever since presenting it for the very first time in 1986, ODU has continuously developed the modular ODU-MAC® high-performance connector – and turned it into a model of great success.

After subdividing it into three product lines two years ago, Silver-, White- and Blue-Lines, ODU has made the premium versatile all-rounder even more efficient and attractive, thanks to permanent innovation. The ODU-MAC® is the number one choice when top packing density and flexible modularity, reliability and ergonomic design are required.

ODU-MAC® Silver-/White-Line

The ODU-MAC® Silver-/White-Line product range is being extended by a new 1-contact fluid module with a maximum operating pressure of 15 bar in a low-leakage variety with a minimum of 100,000 mating cycles.

- + Termination for G 3/4 push-in fitting for tube diameters of 6 to 12 mm
- + Push-in fitting in straight and angular varieties
- + Space saving with only 9 units
- + Demountable plug sleeve and coupling
- + Maximum operating pressure: -0.95 to 15 bar
- + Compatible with selected spindle locking housings

NEW ODU-MAC® BLUE-LINE COMBINATION MODULE WITH DEMOUNTING TOOL



ODU-MAC® Blue-Line

The ODU-MAC® Blue-Line top performance class stands out as a hybrid manual mating solution thanks to its efficiency and the extremely easy mounting and dismounting of its crimp-clip contact. The correct clipping -in of the modules is ensured through multiple coding functions: two optical and one mechanical. ODU's reliable and approved spindle locking, also available in a standard plastic housing, creates a unique selling point of the ODU-MAC® Blue-Line on the market.

"In this new combination module of ours, we once again placed the focus on high density," says Bernhard Säckl, Head of Portfolio Management Rectangular Connectors. "This means that we offer the highest available packing density on the market. Six units can fit in just 14.4 mm! A shielded feed-through for high-speed data transmission in size 1 (a variety of inserts available) can be combined with coax (50 Ω and 75 Ω up to 4 GHz) or with a compressed air feed-through of up to 12 bar. Another advantage is that these coax and compressed air inserts can be easily replaced from the mating side even when assembled.



The proven applications for fluid, fiber optics and compressed air are now available in all three lines – which is why the high-quality inserts are now also available in the Blue-Line, built into a compact 5-unit module. This is how we're expanding our application range to include an even more varied selection of modules.

With high-current applications becoming ever more important for eMobility and their respective charging technology, as well as for test and measurement, we're offering our customers an additional new high-current module with a contact diameter of 12 mm. It can be used for a current load of up to a maximum of 225 amperes and an operating voltage of 1,000 volts [VG3]. The innovative two-part contact with a torx screw connection makes contact replacement easy from the mating side. The crimp terminations are available for 25, 35 and 50 mm². ■

PUTTING THE ODU LAMTAC® TO THE TEST



When it comes to current market developments regarding the demands on electrical connectors, close inspection reveals a very clear trend:

Component parts will need to become more and more powerful.

High-current load profiles and short-term overcurrent loads are exposed to changing ambient conditions. Temperature resistance also plays a crucial role. Both general climate-related stresses as well as additional heat generation through current flow place high demands on the component parts. High-performance contact solutions are required to meet the growing demands for ever smaller designs.

All these subsystems are put to the test multiple times – as early as in their development phase. To determine the systems' limits, several load scenarios are tried out at that stage, in addition to that of normal operation. The electrical connector technology for such scenarios must also be able to withstand these loads and work both securely and reliably beyond the load limits of the units being tested.

The ODU LAMTAC® lamella contact system combines maximum current-carrying capacity and temperature resistance and thus provides the perfect solution whenever high-performance interfaces are needed. Thanks to its high number of contact points, this contact system ensures the safe and reliable transmission of high capacities. What's more, it provides permanently stable connections, even under changeable ambient environmental conditions.

As a systems solutions specialist, ODU also develops complete docking solutions including guiding systems. ODU LAMTAC® high-power contacts can be combined with the ODU-MAC® Silver-Line modular connector system to simultaneously transmit signals and data. This combination creates a plethora of options suitable and a wide range of application areas.

The prime benefit of ODU LAMTAC® system solutions is that we can offer our customers one-stop integrated solutions, precisely tailored to meet their needs. This also includes support starting with the technical layout all the way to the complete assembly. What's more, this solution keeps the coupling forces low thanks to low mating and demating forces.

ODU LAMTAC®

Demonstrates amperage. Durable and reliable.

Simply and individually adaptable to any challenge

The right solution for any amperage

The high-performance contact system ODU LAMTAC® with lamella technology convinces with its contact reliability and lasting, low ohmic connections.

- Ideally suited for various high-current applications
- Low, stable contact resistances
- Robust, compact contact design



Benefits of the ODU LAMTAC® at a glance

The high-performance contact systems based on lamella technology possess a maximum current-carrying capacity and can be used in extremely high ambient temperatures.

These universally adaptable plug connectors are perfectly suited for a wide range of high-current contacting and high-performance applications.

- Current-carrying capacity of up to 2,400 amperes
- Over 10,000 mating cycles
- High vibration resistance
- Low, stable contact resistance
- High contact security

SUITABLE FOR:



INDUSTRIAL ENERGY TEST AND MEASUREMENT MEDICAL

www.odu-connectors.com/electrical-contacts





“ EXPERIENCED STAFF MEMBERS SERVING AS ‘BRIDGE HEADS’

Gerlinde Dilg, Head of Human Resources at ODU, explains the company’s future HR strategy in light of international challenges

Quicker, more flexible, more complex: The market environment in which ODU moves is currently presenting major challenges to its staff and management, due to ever-increasing demands and the dynamics of change. When you’re a global leader in top-quality connector solutions seeking to prove yourself for the long term, sophisticated human resource (HR) management is a must. It’s also important to stay abreast of both technological innovations and market changes as well as international developments and country-specific cultural differences. Gerlinde Dilg, Head of Human Resources at ODU, explains what the future’s about and how the HR department sees itself differently now.

DER STECKVERBINDER: Ms. Dilg, you first completed your commercial training before going on to study business and economics education with a focus on work and organizational psychology. These sound like the ideal qualifications for heading up the ODU HR department.

Gerlinde Dilg: My degree has certainly given me sound theoretical background for the job. What’s more important, though, is the number of years of practical experience I’ve had in various fields of HR responsibility, as well as all the years I’ve been working with people – both in medium-sized companies and in the corporate environment. I’ve seen such a wide variety of company cultures and have found that, especially when it comes to large listed corporations, there’s a danger of focusing too much on quarterly results as a key success indicator rather than on customers and employees. At ODU, my goal is to aim for customer orientation and satisfied employees in the medium and long term.

DER STECKVERBINDER: Since taking on your role in 2016, what’s your primary focus been?

Gerlinde Dilg: Our main goals this year have been employee acquisition and retention, driving forward our internationalization – in our employees’ thinking, too – as well as employee training and qualification. Among other things, this is due to the increasing demands being put on many of our jobs in terms of quality assurance, compliance and customer needs. Digitalization and automation make continuous employee development necessary, too.

DER STECKVERBINDER: The pressure’s growing when it comes to competing with other companies to land the best talent. How is ODU dealing with this?

Gerlinde Dilg: We’ve had an excellent reputation as an employer and training company for decades now, especially at our headquarters in Mühlendorf, where we have about 1,000 employees.

Until not too long ago, a large portion of our employee acquisition occurred through word of mouth. Because of our sustained growth, we’re now investing more in our training programs than ever before. To acquire young employees and trainees, we run targeted PR campaigns, use social media channels and have a strong presence at education fairs and in schools. We’re increasingly opening our doors for technology days and work taster placements.

Today’s potential trainees and young employees want to be actively courted and informed.

DER STECKVERBINDER: What's the current staff acquisition situation?

Gerlinde Dilg: Demands in this area are growing, too. In our digital world, applicants have a lot of information available right at their fingertips. Companies have grown far more transparent. At the same time, loyalty towards any one particular company is declining. We invest a great deal in family-friendly structures, enabling flexible working hours, parental leave times and employee-specific work arrangements – as long as they're economically viable. In addition, we actively promote further training for our staff and offer attractive fringe benefits along with a variety of different group activities and gestures of appreciation. Our employees greatly value all of that.

And our recruiting team is highly focused on their method and management of staff recruitment and retention. Particularly when it comes to online applications, potential employees expect a quick response. They use evaluation forums to garner information about their potential new employer in a quick, straightforward and comprehensive fashion.

At the same time, today's applicants enjoy being found by companies. This means we also need to be proactive on the relevant online platforms to find employees. At ODU, the way we think about recruiting has been changing for a quite some time now. Our recruiting team is putting all they've got into it – their heart and soul – and our applicants can feel that.

**DER STECKVERBINDER: So what are your ODU youngsters like today?**

Gerlinde Dilg: In our high school graduates, we're seeing that many of them aren't looking into different vocational profiles in as much detail anymore. There's also a certain lack of flexibility when it comes to choosing a vocation. For instance, sophisticated vocations, such as that of a surface coater at ODU, tend to fall through the cracks with young people in a sense, because many of them aren't aware of the complexity, high demands and specific nature of this profession and its training requirements. That's why we've become proactive and made short fun videos introducing each of the 12 vocational apprenticeships that we offer.

You can watch them at www.odu100.de. In these short videos, trainees take just 100 seconds to explain their profession and what the apprenticeships entail.

DER STECKVERBINDER: What role do digitalization and automation play in ODU's HR management?

Gerlinde Dilg: Both areas are extremely important and will become even more so in the future. Processes have become faster, more complex and more market-driven. And customer expectations are increasing, too. ODU is tackling this through additional qualification programs for its staff so that everyone can keep up with this development and be well prepared for future demands. Those who have been operating machines up until now are learning to monitor and control them, too. At the same time, digitalization and automation have to be approached with a due sense of perspective, with a focus on when they truly benefit the company. It's about providing our staff with the right tools and qualifications, so they'll be well prepared for the tasks of the future.

DER STECKVERBINDER: This all sounds as if the overall range of HR management tasks has grown significantly, too. Is this indeed the case?

Gerlinde Dilg: It certainly is. In the past, HR was mostly about correctly carrying out administrative tasks. This is still an important part of what we do today, but in addition, we're constantly collaborating with our executives and consulting them as to how best to tackle new challenges of all kinds. For instance, we look for new solutions for reintegrating employees after they return from parental leave or extended sick leave. We make organizational adjustments, too. Of course, this always happens in close consultation and agreement with the works council. Which gives my work a high degree of responsibility and keeps it interesting.

DER STECKVERBINDER: What role does ODU's increasing international orientation play in this?

Gerlinde Dilg: It's a very important subject for us. Despite the strong position of our headquarters in Mühldorf, we've long since outgrown the role of a local provider and are now very well positioned around the globe with our own sales and production locations. We cover the complete European market, the North American market as well as local markets in China. Which means we also have to better adapt our thinking when it comes to international circumstances. One example is the compliance with globally valid quality standards. For this we need internationally trained and experienced employees as "bridge heads." Our international ODU network also helps to balance out supply bottlenecks, for example, and strengthens our customer proximity. It's why we're also increasingly engaging in intercultural training as well as in exporting education – such as our dual study course which we've introduced both in Shanghai, China, and Sibiu, Romania. ■



A GLOBAL SUCCESS STORY: THE "ODU CORPORATE FAMILY"

A sought-after employer, the Mühldorf-based company brings together job security with opportunities for the future, despite global upheaval.

Due to the shortage of specialists, the upper echelons of many companies are finding themselves in heated discussions around employer branding. They're working hard to present themselves as attractive employers to potential applicants.

At ODU, company founder Otto Dunkel had already realized over 75 years ago that having highly skilled employees who fully identify with the company is one of the most relevant building blocks of corporate success. It's the foundation on which team spirit, creativity and the power to innovate can develop and thrive.

This innovative power in particular has enabled ODU employees to come up with a plethora of trailblazing product ideas over the past decades.

Otto Dunkel's realization is also the reason why social responsibility, connective social activities and fantastic career options are at the core of ODU's company philosophy – along with opportunities for professional self-development.

As an employer, the company combines job security with opportunities for the future.

ODU has actively sought to continue progressing throughout the decades – not merely to win over customers with outstanding product ideas, but also to come out on top regarding the competition for the best talent.

One important reason why this is working so well at ODU is that, despite having an international orientation and a global workforce of 1,900, we still think of ourselves as the “ODU corporate family.” It’s probably also why we care so much for our employees and their families. Since last year, we’ve been participating in the “Bavarian Pact for Families.”

This project, initiated and driven by the Bavarian regional government, the economic sector and multiple network partners, aims at promoting the reconciliation of work and family life. Our employees’ family situation plays a major role in how comfortable they feel at work, and also determines how fully they’re able to focus on their work remit and its inherent challenges.

We meet the family needs of our employees through flexible working hours, parental leave times and voluntary additional child benefits, along with a variety of other fringe benefits and perks. What’s more, many internal free-time activities create a family-like atmosphere: several sports groups, a choral society and a music band. Joint getaways and office outings, including sightseeing programs, company parties and participation in fun events (like a traditional Bavarian “Lettn-Gaudi,” an obstacle course race in the mud), strengthen social cohesion and boost motivation to strive for top performance at work, too.

This cohesion also makes for the success of team efforts that result in the development of groundbreaking ideas and cutting-edge products. More than anything, what ODU sees in its employees is this: personalities. Which is why at ODU, we consider it particularly important for employees to be given plenty of space for developing their professional skillset. The wide range of specialist training and education

being offered covers everything from completing a technical apprenticeship and attaining a master’s certificate to completing a dual degree course – all with the respective career opportunities.

Our sales and distribution locations in Europe, North America, Mexico and China open doors for members of our workforce to gain valuable international experience.

The validity of this concept is proven by the fact that so many of our employees have already been with ODU for many years now. Our low staff turnover, i.e., high level of personnel continuity, safeguards a permanently growing wealth of knowledge and experience for the company. Passing on our acquired knowhow from one generation to the next isn’t just something that occurs regarding technology, application and product knowledge – it also applies to our unshakable service and customer orientation.

No one knows ODU and its strategy of success better than the company’s own employees. “That’s why we recruit suitable team leaders and executives – from right within our own ranks if possible. They’re given the right support and training so that they can implement our company philosophy in their everyday work life,” says Verena Mittermeier. A recruiting specialist, she supports ODU’s HR department in controlling the company’s dynamic personnel growth.



VERENA MITTERMEIER, RECRUITING SPECIALIST



NICOL SCHINDLBECK, HEAD OF CORPORATE COMMUNICATIONS AND MARKETING, AND GERLINDE DILG, HEAD OF HUMAN RESOURCES

Even the youngest employees at ODU learn early on that working for ODU is special. At any given time, an average of 110 out of every 1,000 staff members at the Mühldorf headquarters are taking a dual degree course or doing an apprenticeship in one of the twelve offered vocations.

This is ODU’s way of paving the way for its future success. The additional art and music lessons we offer are among the specialties making vocational training at ODU so attractive. Introduced as early as in 1975, these lessons promote creativity and the ability to approach problems from different perspectives.

Our targeted youth development takes the experience of our long-established staff members and combines it with the pioneering spirit of our youngsters to create bright ideas at our technology and development center in Mühldorf.

Under a single roof, technical product and structural designers, mechanical and electronic engineers and product managers – to name just a few – work together with project teams, materials specialists and our in-house production units. Together, they develop new connectors or complete

solutions for complex tasks. Around 90,000 existing products ensure that a solution can be found for almost any problem. And if a solution doesn’t exist yet, ODU will find a new way. This is how long-lasting relationships of trust develop again and again – even with highly discerning customers. ODU enjoys an excellent reputation in the international connector systems sector.

In this regard, the company benefits greatly from the fact that almost all the necessary expertise and key technologies are concentrated at its headquarters in Mühldorf: design and development, tool making and special machine manufacture, molding, punching, turning, surface engineering, assembly and cable assembly. In this way, ODU’s vertical integration lies at 80 percent. As an international connector technology leader, ensuring the reliable transmission of power, signals, data and media is at the core of ODU’s business.

It’s how we create “perfect connections” at the technology front of future-forward growth markets: in medical technology, military and security, eMobility and energy as well as in more traditional sectors such as industrial electronics and test and measurement. ■



IGNITING THE SPARK OF ENTHUSIASM

How ODU is winning over young talent with its Apprenticeships 4.0 concept – and rising to the challenge of the skills shortage

What can an employer do to be seen by young people as cool, modern and forward-thinking? Ideally, leave it to their current apprentices to ignite the spark of enthusiasm in the younger students.

We use 100-second videos, for example, in which apprentices explain the everyday tasks and the content of ODU apprenticeships. The videos feature cutting machine operator Andreas, surface coater Lisa or technical product designer Veronika, to name but a few.

Andreas is rightly proud of himself for having mastered the programming of the turning machines and the significant challenge of managing a new project all by himself for the very first time. Veronika is thrilled to be able to bring her

creativity and technical knowhow together in her work and to develop it all in collaboration with her team. Lisa thinks it's "amazingly fun" to handle gold, silver and chemical substances and to create chemical coatings that are far thinner than a human hair.

Striking out in new directions is the way to attract and inspire young people as an employer today. The informative videos on the ODU homepage at www.odu100.de are just one way of doing that, explains Anna Edmaier, Head of Apprenticeships: "When young apprentices of the YouTube generation present the tasks of their new career in a contemporary fashion, it's much more authentic and direct than if an executive manager explains it in a guided tour or if it's printed in a brochure."



The great reach of the internet and permanent availability of the videos are just one of many benefits: The students very quickly get an inside look at the working environment of our industrial vocations, including mechatronics technician, cutting machine operator, toolmaker, process and industrial mechanic, surface coater, metal technology specialist, technical product designer and industrial clerk. Next year, three additional apprenticeships will be added: warehouse logistics specialist, warehouse clerk, industrial clerk and wholesale-and-export clerk.

“As our activities become more and more international, we want to be strongly positioned in these areas in the future,” says Anna Edmaier. In the context of Apprenticeships 4.0, ODU works with more than just the support of digital tools. “The apprentices also shoot training videos for their colleagues, so they don’t need to consult with their instructor for every question they may have,” Anna Edmaier goes on to explain.

Turning to the internet for help with questions is a matter of course for the millennial generation. We’re also experimenting with innovative information tools that fall in the “augmented reality” category, to enable quick access from the work station to important schedules, data, images and information.

What’s more, we’re developing informational material and brochures in collaboration with our apprentices. ODU moderators are also working with our digital youngsters to explore what “Apprenticeships 2030” might look like through workshop-style discussions.

From day one, apprentices must face our high standards

of precision, reliability and quality awareness. “Our instructors are constantly available and put these values into practice,” confirms commercial-technical instructor Franz Schmid. “Step by step, yet quite quickly, our newcomers are introduced to, and involved in, even sophisticated projects with an increasing degree of responsibility,” Schmid goes on to explain. This approach provides a great deal of motivation while at the same time strengthening social skills. In a similar way, further education is also high on the list of priorities.

ODU attaches great importance to providing training with a strong practical orientation. The training area is located right in the middle of productive activity and not in a separate apprentice workshop, as is the case in many other companies. This proximity of and involvement in “the real thing” is often highlighted by our apprentices as a big plus. When it comes to interdisciplinary projects, such as the ODU “pretzel cutting machine,” team spirit and brainpower are called for ...

Team spirit, responsibility and reliability are just as important in other apprenticeship projects. They also express the high esteem in which the ODU family holds its apprentices. For instance, the youngsters are responsible for organizing the annual company Christmas party for all 800 employees – independently, yet with senior support where needed. They also plan and manage the biennial educational trip for apprentices. These trips take them to ODU subsidiaries abroad where they can deepen their contacts.



COMMERCIAL-TECHNICAL INSTRUCTOR **FRANZ SCHMIDT** AND HEAD OF APPRENTICESHIPS **ANNA EDMAYER**

The high standard of the German apprenticeship system now benefits subsidiaries abroad as well: A total of 10 apprentices are at work at ODU’s sites in Sibiu, Romania and Shanghai, China, and in cooperation with other companies and vocational colleges, the company is currently introducing the dual training course for toolmakers, process mechanics for plastics technology and mechatronics engineers. This is how the Mühldorf-based family business is consolidating its globally oriented quality management.

ODU is growing – and not just in terms of its number of apprentices (28 at the start of the 2017 training session and 40 one year later). The dual study course is also witnessing a growing number of applicants. ODU offers the option of a mechanical engineering degree course

combined with an apprenticeship as a technical product designer or tool mechanic.

In addition to receiving a salary, the fact that lecture times are counted as work time is considered a definite benefit. Since the college campus is local, the Mühldorf model goes into effect: Instead of having blocks of classes and semester breaks, the students work in the company three days a week pursuing their own projects and gaining practical experience.

Once again, the company is proving its sense of “perfect connections,” not just in terms of technology, but also with regard to promoting young talent. As a reliable, modern and “cool” employer, ODU enjoys a high degree of popularity far beyond regional borders. ■



Refined works of art

A number of distinctive features demonstrate the very special role that training and education play at ODU.

One such feature is this: For decades now, trainees have been given the opportunity to develop the creative sides of their personality by participating in art and music lessons as part of their training. At these lessons, they practice viewing things from different perspectives. It teaches them to act more on their own initiative while also developing their inventiveness and awareness for innovation.

ODU's new managing director, Denis Giba, had the opportunity to discover this for himself when he visited the art lessons and spoke with the apprentices and their art instructor.

"We really take the time to be creative, both during these art lessons and as part of the work we do every day," says Giba.

True to the Easter season, the apprentices recently pursued the folk art of egg painting. And they aimed for "high" art right away by using a special lacquer to create marbled Easter eggs – turning them into unique and refined works of art for the festive decoration of traditional German Easter-egg trees.

DENIS GIBA, MANAGING DIRECTOR AT ODU



FROM RIGHT:
CARL MOSER, DIRECTOR ODU JAPAN,
DENIS GIBA, MANAGING DIRECTOR, TINA CAO
AND THOMAS CHEN, SALES ENGINEER, AND
WEI ZHANG, FIELD APPLICATION ENGINEER

electronica China

The 2018 electronica China trade fair in Shanghai was a great success, with a total of almost 1,400 exhibitors from 23 countries. The trade fair proved equally successful for ODU, with a constant stream of visitors and customers seeking information about ODU solutions for all the main industries, including industrial electronics, eMobility, medical technology, intelligent manufacturing, robotics, aviation and the military.

"Compared with last year, the market demands are very strong," commented Dr. Stefan Gilch, Managing Director of ODU China. "And customer inquiries doubled – with a special focus on eMobility products and future projects."

China's eMobility market is growing, as are the intentions to invest in future mobility. ODU presented cutting-edge technologies and solutions such as the newly launched ODU MEDI-SNAP® HYBRID, an overmolded break-away connector for medical instruments. In addition, high-speed systems for harsh environments and high-current heavy duty were shown and ODU DOCK® connectors for robotics and intelligent manufacturing.

NEW STEPS



A clean sweep for ZERO – The ODU-MAC® ZERO wins 2018 German Design Award

The ODU-MAC® ZERO came out the winner of the “Excellent Product Design – Industry” category at the German Design Award ceremony in Frankfurt in early February. ODU product managers for modular rectangular connectors, Bernhard Säckl and Julia Fernandez, were thrilled.

BERNHARD SÄCKL AND JULIA FERNANDEZ
PROUDLY ACCEPTED THE AWARD ON BEHALF OF THE TEAM.



The ODU-MAC® ZERO – A modular all-rounder

The ODU-MAC® ZERO is a newcomer to the ODU-MAC® product group of hybrid connectors. It can be used in industrial applications, test and measurement and, thanks to its non-magnetic quality, in the medical technology field as well. When it comes to functional properties, the ODU-MAC® ZERO features a lightweight ergonomic design, high packing density, a variety of coding options and innovative locking technology. It's a true eye-catcher in the connector market – not least thanks to its compact housing design – and has already won over a wide audience. ■



Romania Manufacturing

For the first time this March, ODU Romania Manufacturing participated in Romania's National Job Fair in Sibiu.

Together with 35 other companies, ODU Romania offered job opportunities and vacancies in every vocation – from assembler and setter to management assistant, engineer as well as IT and software specialist, to name but a few. “We managed to attract a great deal of positive attention from participants and ended up collecting more than 100 CVs,” says Adrian Popa, Head of Administration and Human Resources in Sibiu. “We're planning to participate again in the fall to increase ODU's visibility and generally solidify ODU's reputation as one of Sibiu's most sought-after employers.”

The ODU Romania Manufacturing S.R.L. production site was established in 2006 and has since continued to successfully grow into a center of excellence for connector and cable assembly.

Through innovation, ongoing development and cutting-edge production processes, the site's growth is steady and ongoing. What's more, a brand-new production facility is being built on 48,000 square meters of the company's new industrial estate.

This site will be equipped to meet the latest ODU standards and will include community rooms, a cafeteria and a parking lot. ODU Romania will be located on the outskirts of Sibiu, yet very close to the city center, easily reachable by foot, by car and by bus. Two bus stops can be found right outside the facility.

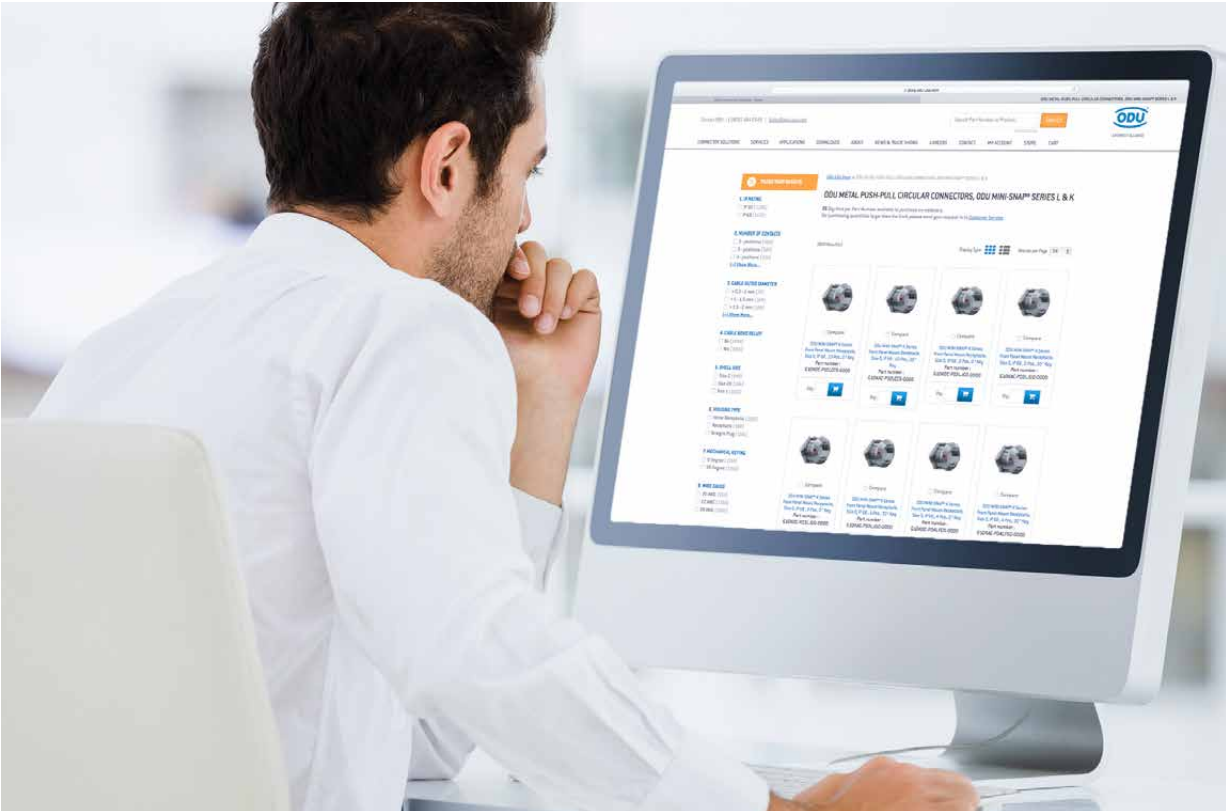
Some 500 people are currently employed at ODU in Sibiu, and the number could easily double in the future. The new production site is expected to become operational in the fall of 2018. ■



ODU ROMANIA RECRUITING TEAM FROM LEFT:
CARMEN IULIANA AND **MARIA ALBU**, RECRUITMENT AND PEOPLE DEVELOPMENT,
AND **LAURA TOMPA**, ADMINISTRATIVE DEPARTMENT

THE NEW ODU ROMANIA PRODUCTION SITE IN SIBIU





ODU-USA launches online store

ODU-USA announced the launch of its online store just a couple months ago. “We’re now offering our ODU MINI-SNAP® and ODU MEDI-SNAP® push-pull circular connector portfolio online, too,” says Dana Stoica, Head of Marketing North America. “The webstore provides an extensive range of connectors tailored to customer-specific requirements, a dedicated product configurator, technical comparison feature and live chat support. Our goal was to create an effortless purchase experience for our customers worldwide.”

“ODU-USA’s commitment is to provide the highest level of quality and satisfaction to all our customers,” says Thomas Mittermeier, CEO and President of ODU-USA, Inc. “Developing an online store available 24/7 was the next logical step in providing a seamless customer experience, from finding the right connector solution to ordering the product online and benefiting from it in a very short time.”

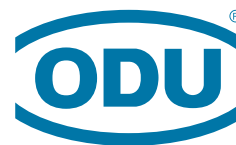
The ODU-USA online store can be accessed by customers worldwide at: <https://store.odu-usa.com/>



TRADE FAIRS AROUND THE WORLD

TRADE FAIR	LOCATION	DATE
AUTOMOTIVE TESTING EXPO 2018 EUROPE	Stuttgart, Germany	June 05 – June 07 2018
EUROSATORY 2018	Paris, France	June 11 – June 15 2018
JOINT ANNUAL MEETING ISMRM – ESMRMB 2018	Paris expo Porte de Versailles, France	June 16 – June 21 2018
WNE – WORLD NUCLEAR EXHIBITION 2018	Paris Nord, Villepinte, France	June 26 – June 28 2018
SIAS/CIROS 2018	National Exhibition and Convention Center Shanghai, China	July 04 – July 07 2018
ARMY 2018	Moscow, Russia	Aug. 21 – Aug. 26 2018
AUTOMATIK	Brøndby, Denmark	Sept. 11 – Sept. 13 2018
E-18, ELECTRONICS TECHNOLOGY BUSINESS ODENSE '18	Odense, Denmark	Sept. 11 – Sept. 13 2018
BATTERY SHOW 2018 (ELECTRIC & HYBRID EXPO)	Novi, Michigan, USA	Sept. 11 – Sept. 13 2018
DVD 2018	Millbrook, Great Britain	Sept. 19 – Sept. 20 2018
AUTO TESTING EXPO 2018	Shanghai World Expo Exhibition and Convention Center, China	Sept. 25 – Sept. 27 2018
MICRONORA 2018	Besançon, France	Sept. 25 – Sept. 28 2018
NU-TECH EXHIBITIONS 2018	Birchwood Warrington, Great Britain	Sept. 26 2018
AUSA 2018	Washington, DC, USA	Oct. 08 – Oct. 10 2018
TUS NORDICS	Odense, Denmark	Oct. 09 – Oct. 11 2018
SCANAUTOMATIC	Göteborg, Sweden	Oct. 09 – Oct. 11 2018
HIGH TECH SUMMIT 2018	Lyngby, Denmark	Oct. 10 – Oct. 11 2018
OFFSHORE KOREA 2018	Busan, Korea	Oct. 10 – Oct. 12 2018
IZB 2018	Wolfsburg, Germany	Oct. 16 – Oct. 18 2018
ENGINEERING DESIGN SHOW 2018	Ricoh Arena, Coventry, Great Britain	Oct. 17 – Oct. 18 2018
FUMOTEC 2018	Shanghai World Expo Exhibition and Convention Center, China	Oct. 22 – Oct. 24 2018
AUTOMOTIVE TESTING EXPO 2018 MICHIGAN	Novi, Michigan, USA	Oct. 23 – Oct. 25 2018
INTERPOLITECH 2018	Moscow, VDNH, Pavilion 75, Russia	Oct. 23 – Oct. 26 2018
ENOVA PARIS 2018	Paris, France	Oct. 23 – Oct. 24 2018
ROBOT4MANUFACTURING 2018	La Roche-sur-Yon, France	Oct. 24 – Oct. 25 2018
ICMD 2018	Shenzen Convention & Exhibition Center, China	Oct. 29 – Nov. 01 2018
ELECTRONICA 2018	Munich, Germany	Nov. 13 – Nov. 16 2018
SPS IPC DRIVES 2018	Nuremberg, Germany	Nov. 27 – Nov. 29 2018
ZDRAVOOHRANENIE 2018	ExpoCenter Moscow, Russia	Dec. 07 – Dec. 12 2018

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